



WCPO

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## ORDER

Print Date 09/08/12

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Flight Dates 09/06/12-09/10/12

Contract / Revision 310104 /

Original Date / Revision  
09/05/12 09/06/12

Advertiser Mandel/ Republican/ U.S. Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop  
Deleware, OH 43015

Product

Candidate. OH USE SEN JOSH MA

Agency Com 15%

Billing Contact

7669 Stagers Loop  
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2657

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	13	\$3,009.00	\$3,540.00	0.00	08/27/12	09/10/12	13	\$3,009.00	\$3,540.00
Totals	13	\$3,009.00	\$3,540.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/06/12	09/10/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	M--TF--	:15/:15	1	\$50.00	P-8	0.00	BK	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	----F--		1		\$50.00		0.00					
		Week: 09/10/12	09/16/12	M-----		1		\$50.00		0.00					
N 2	WCPO	09/06/12	09/10/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M--TF--	:15/:15	1	\$170.00	P-8	0.00	BK	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	----F--		1		\$170.00		0.00					
		Week: 09/10/12	09/16/12	-----		0		\$0.00		0.00					
N 3	WCPO	09/06/12	09/10/12	M-F 9-10a	CM	M-F 9-10a	M--TF--	:15/:15	1	\$150.00	P-8	0.00	BK	1	\$150.00



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Contract / Revision 310104 Flight Dates 09/06/12-09/10/12

Hiatus Dates

Original Date / Revision 09/05/12/ 09/06/12

Order Sep 00:30:00

Advertiser Mandel/ Republican/ U.S. S Product Candidate. OH USE SEN JC Estimate # 2657

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$150.00		0.00			
N 4	WCPO	09/06/12	09/10/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--TF--	:15/:15	1	\$190.00	P-8	0.00	BK	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$190.00		0.00			
N 5	WCPO	09/06/12	09/10/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	M--TF--	:15/:15	1	\$280.00	P-8	0.00	BK	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$280.00		0.00			
N 6	WCPO	09/06/12	09/10/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	M--TF--	:15/:15	1	\$300.00	P-8	0.00	BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$300.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 7	WCPO	09/06/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	M--TF--	:15/:15	1	\$325.00	P-8	0.00	BK	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$325.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$325.00		0.00			
N 8	WCPO	09/06/12	09/10/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	----F--	:15/:15	1	\$350.00	P-8	0.00	BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$350.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 9	WCPO	09/06/12	09/10/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S	:15/:15	1	\$350.00	P-8	0.00	BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$350.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 10	WCPO	09/06/12	09/10/12	NASCAR NASCAR	CM	12p-1130p	-----S-	:15/:15	1	\$750.00	P-3	0.00	BK	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$750.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 11	WCPO	09/06/12	09/10/12	M-F 1-2p M-F 1-2p	CM	1258-2p	----F--	:15/:15	1	\$250.00	P-8	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$250.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
Totals														13	\$3,540.00